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## MARKETING PLAN FISCAL YEAR 2012

### PURPOSE:

The purpose of Gold West Country is to enhance the economic development of the region through the promotion of tourism. This region includes the counties of Beaverhead, Broadwater, Butte-Silver Bow, Deer Lodge, Granite, Jefferson, Lewis & Clark, Madison and Powell.

This marketing plan establishes a strategy that will coordinate Gold West Country's marketing efforts and allow the region to a) Identify Gold West Country's target markets; b) Develop a unified message and theme to reach these markets; and c) Through this message entice potential visitors to increase both their length of stay and the dollar amount spent in the region.

### IDENTITY:

*Strengths:*

#### **Primary—**

- **Historical Opportunities—**Gold West Country dominates the state with its numerous historical opportunities found throughout the region. Some of these attractions include:

- *Ghost Towns—* Nevada City, Bannack State Park and Garnet Ghost Town. According to Institute for Tourism and Recreation Research (ITRR), 13% of visitors that spent a night in Gold West Country during the third quarter of 2009 visited a ghost town.
- *Historic Sites—* Lewis & Clark Caverns, Grant-Kohrs Ranch, Big Hole National Battlefield, Virginia City, Elkhorn Mining Town and Old Montana Prison. Currently 21.5% of Montana visitors participate in a historic activity besides visiting a Lewis & Clark site, a Native American Site or a museum.\* Additional research from the ITRR for third quarter 2009 indicates nonresident visitors that spent one night in Gold West Country rank visits to historical sites at 42%.
- *Lewis & Clark Sites—* Gates of the Mountains, Beaverhead Rock State Park and Camp Fortunate Overlook. Currently 17.5% of Montana vacationers visit a Lewis & Clark site.\* Additional research from the ITRR for third quarter 2009 indicates nonresident visitors that spent one night in Gold West Country rank visits to Lewis & Clark sites at 33%.

➤ **Museums—** World Museum of Mining, Beaverhead County Museum, Montana Historical Society Museum, Piccadilly Museum of Transportation, Granite County Museum, Mineral Museum, Broadwater County Museum, Jefferson Valley Museum, Exploration Works and Montana Auto Museum. Currently 20% of Montana vacationers visit a museum.\* Additional research from the ITRR for third quarter 2009 indicates nonresident visitors that spent one night in Gold West Country rank visits to museums at 31%.

- **Cultural Opportunities—** The region is also rich in genuine western heritage that is expressed through live theatre, concerts, rodeos, fairs, local celebrations, cattle drives, working ranch experiences, historical & cultural tours, authentic rail tours, pow-wows, farmers' markets and more. The latest quarterly research from the ITRR states that 12% of visitors to the region attended a festival/special event or visited a farmer's market.\*
- **Natural Resources –** We have an abundance of natural hot springs throughout the region and several radon health mines. Gold West also has many rock hounding opportunities available for crystals, sapphires, garnets, gold and agates. In addition, many geological structures are located in several places in the region.
- **Proximity to Surrounding Destinations—** Gold West Country lies between Yellowstone and Glacier National Parks, two of Montana's major visitor attractions. ITRR research conducted in 2005 indicated that 18% of summer visitors to Montana, visit both parks. In addition, the majority of travelers come to Montana by vehicle. Two interstate highways, I-90 and I-15 bisect Gold West Country. Recent data reflects that 35% of vacationers that spent at least one night in Gold West Country listed either Glacier or Yellowstone as their primary attraction.\*
- **Affordable –** While the economy is still in flux and air travel to Montana is also a difficult hurdle to overcome, Gold West Country is an affordable destination for travelers to visit – from attractions to lodging, a variety of options exist to fit anyone's budget. In 2010 nonresident visitation was up 5% over the previous year.\*\*

\*Source: *Niche News: 2009 Third Quarter Nonresident Visitor Characteristics through 2010 Second Quarter Nonresident Visitor Characteristics.*

\*\*Source: Region/CVB Bed Tax Collections Data, Montana Office of Tourism, 2011.

## **Secondary—**

- **Recreational Activities—** Gold West Country offers an abundance of outdoor recreational activities including wildlife watching/birding, photography, fishing, hunting, hiking, horseback riding, biking, golfing, boating, canoeing, rafting, kayaking, swimming, rock hounding, alpine & Nordic skiing, snowboarding, snowmobiling, ice fishing, ice skating and many more. Montana vacationers participate in a wide variety of outdoor activities. Recent ITRR research indicates that visitors that spent at least one night in Gold West Country participated in the following activities.\*

Scenic Driving – 58%  
Wildlife Watching – 38%  
Nature Photography – 36%

Day Hiking – 33%  
Birding – 10%

- **Visitor Information Centers**—Gold West Country has three state supported visitor centers located in Helena, Butte, and Dillon. These visitor centers will contain brochures and literature from all over Gold West Country. In addition, they have travel advisors to help educate tourists on attractions and events.
- **Facilities**—The region contains a wide variety of accommodations through hotels, motels, bed & breakfasts, cabins, working cattle ranches and dude ranches as well as public and private campgrounds.

*\*Source: Niche News: 2009 Third Quarter Nonresident Visitor Characteristics through 2010 Second Quarter Nonresident Visitor Characteristics.*

#### *Challenges:*

- **Identity/Image**—The name “Gold West Country” is not tied-in to a specific destination within Montana. Therefore its identity as a vacation destination must be cultivated in other ways. A stronger image of the area and its significant attractions must be explored and promoted so that the name (and area) renders a definite picture in the minds of potential visitors. Aligning with the Montana Office of Tourism (MTOT) and the Montana brand standards helps reinforce Gold West Country as a vacation destination.
- **Economic Conditions** – While tourism numbers for Montana were up in 2010, overall consumer confidence is still below normal.\* The economy will continue to be an issue for tourism destinations through 2012.
- **Transportation**—Access via airline into Gold West Country can be limiting. Currently 11% of visitors to Montana arrive by air.\*\* Upon arrival, intrastate transportation businesses (i.e. car rental, buses, taxis) do not always afford the flexibility needed to travel through the region and/or the state. This factor plays into why most visitors to Montana travel by auto/truck (78%).\*\*
- **Maintaining the Lodging Tax**—Efforts must continue to build awareness among elected officials and Montana residents about tourism’s impacts and its benefits if the tourism industry is to maintain the lodging tax. If Montana is to maintain its market share in tourism—and attract high-value, low-impact visitors, especially during off-peak seasons—it must maximize the amount of its lodging tax dollars spent on promotion and leverage those dollars with other partners. This has been a particularly difficult year with a number of bills directly attacking the bed tax. The outcome of these efforts is still unknown at the writing of this plan.
- **Closures** - During the “off-peak” season there are many closures throughout Gold West Country in terms of attractions and services.
- **Natural Resource Management** – Fish Wildlife and Parks continues to restrict the number of non-resident hunting licenses, and this limitation has negative impacts on several businesses in Gold West Country that rely on this type of traffic. In addition, the recent statewide passing of licensing restrictions for Outfitters and Guides has negatively affected these entities’ ability to provide their services to visitors. Finally, the current legislature is reviewing at least one bill affecting water rights that will impact anglers in Montana.

*\*Source: US Travel Association Presentation, Montana Governor’s Conference on Tourism & Recreation Research, March 2011.*

*\*\*Source: Niche News: 2009 Third Quarter Nonresident Visitor Characteristics through 2010 Second Quarter Nonresident Visitor Characteristics.*

## **GOALS:**

Gold West Country strives to attract high-value, low-impact visitors with the potential to increase their length of stay and dollars spent per day in the region. This task can be accomplished through the following goals:

- Educate the traveler about the affordable historical, cultural and recreational opportunities within the region throughout the year.
- Build awareness and entice the geotourist to come and experience Gold West Country.
- Inform visitors traveling between Yellowstone and Glacier National Parks of the benefits of traveling through Gold West Country when they are between park destinations.
- Create and maintain a consistent brand image of Gold West Country through all marketing efforts including advertising, publicity, collateral material, Internet development and cooperative marketing programs.
- Work with the regions, CVBs and MTOT to utilize cooperative marketing programs as an option to offset the lack of marketing dollars.
- Encourage intrastate travel by informing residents of Montana about the abundance of cultural, recreational, and historical opportunities this region has to offer.
- Increase marketing efforts to regional and statewide areas during off-peak season.
- Educate Gold West Country members about the benefits of membership and recruit new members. Create opportunities and partnerships with members to stretch the region's marketing budget.
- Create new content in our travel guide and on our website that will educate the traveler about Gold West Country's Native American culture. Make this content available to Gold West Country members, Visitor Centers and the Call Center.

## **STRATEGIC PLAN:**

This marketing plan supports the *Montana Tourism and Recreation Strategic Plan 2008-2012* through the implementation of the marketing strategies outlined throughout the State's plan. Specifically the Gold West Country marketing plan focuses on the following sections of the statewide strategic plan.

- 1.1.a. Expand public-private marketing partnerships with tourism businesses and attractions...**  
"...Leverage public and private marketing investments to expand Montana's reach..." (Page 49)

- 1.1.b. Continue winter marketing, promoting Montana as a superb destination for skiing snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a “snow experience.”**  
“Identify new winter target markets with accompanying promotional efforts annually.” (Page 49)
- 1.1.c. Attend consumer travel shows targeting high value, low impact markets.**  
“Disseminate targeted packages for show attendees, and disseminate leads to tourism/recreation partners.” (Page 50)
- 1.1.d. Continue marketing to international travelers.**  
“Increase product offers by international tour operators...” (Page 50)
- 1.2. Promote Montana to targeted groups and events, emphasizing off-peak season.**
- 1.2.d. Target travel media to increase the visibility of Montana as a leisure travel destination.**  
“Host at least one travel media group familiarization tour...” (Page 52)
- 1.2.e. Continue to target tour operators to bring group tours and packaged vacations to Montana.**
- 1.3.b. Implement the new Montana tourism brand to enhance the state’s image and message in priority markets.**  
“Encourage tourism and recreation partners statewide to incorporate the Montana brand into marketing efforts.” (Page 53)
- 1.4.e. Expand displays of Montana destinations and products....**  
“Develop system with MDT to enhance traveler information available at rest areas.” (Page 55)
- 2.1.a. Build awareness through statewide publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.**  
“Distribute information monthly about tourism and recreation issues to industry stakeholders, policy makers and media.” (Page 55)
- 4.3.a Identify tribal fine arts, museums, events, and activities that emphasize nature, ethno-botany, and opportunities to observe and learn more about native culture.** (Page 62)
- 9.2. Foster opportunities to pool public and private marketing dollars.** (Page 75)
- 9.3. Enhance funding for region and CVB marketing efforts.**  
“Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation.” (Page 75)

## **OBJECTIVES:**

Bed tax collection reports from the Department of Revenue (based on a calendar year) indicated that Gold West Country's overall bed tax collections for 2010 were up 5%. Shoulder season collections (based on quarterly information) were down 5% from Jan-March and up 3% from Oct-Dec.

Our FY12 objectives are as follows:

- Increase overall bed tax collections by 4%.
- Increase first quarter bed tax collections and maintain fourth quarter collections (shoulder seasons).
- Continue to edit our website to make it more interactive and expand the social marketing aspect of the site.
- Expand and grow social media.
- Continue to utilize the data gathered in the guestbooks at the visitor centers to review travel patterns over the years as to the geographic origination of Gold West Country visitors and what the visitors travel plans are in the state.
- Increase call center requests (calls, emails, internet guide requests, reader service) by 3.5%.
- Increase the number of user sessions on the website by 10%.
- Add more video and podcasts to our website.
- Continue distribution of the guides in the regional markets of Spokane, WA and Salt Lake City, UT.
- Have at least four publicity mentions about Gold West Country.
- To have each FAM trip conducted in Gold West Country generate at least one story about the region within one year of the trip.
- Create a progress and publicity value report presented to the Gold West Country Board.
- Complete all of the marketing projects in the marketing plan.
- Build consistent, long-term marketing strategies and programs in the marketing plan.

## **TARGET GEOGRAPHIC MARKETS:**

Target geographic markets have been defined using data available from Gold West Country inquiry tracking profiles, research studies conducted by the ITRR, inquiries from our advertising efforts and information compiled at MTOT. These markets are identified for consumer advertising placement, publicity and collateral material distribution.

*Primary Markets—* Idaho, Illinois, Iowa, Minnesota, Nebraska, North Dakota, South Dakota, Washington, Wisconsin

*Secondary Markets—* California, Georgia, Florida, Michigan, Montana, New York, Ohio, Pennsylvania, Texas, Wyoming

## **TARGET DEMOGRAPHICS:**

### ***Primary—***

*Active Mature—* This segment consists of older married couples or singles (ages 55-64), college educated, usually without children and household annual income of \$60,000+. They lead an active lifestyle and enjoy visiting historic sites, landmarks and museums as well as partaking in general sightseeing and wildlife watching. According to 2009 third quarter data from the ITRR, 41% of visitors to the region were between the ages of 55-64. The same data reveals that 52% of visitors to the region were made up of “couples”.

### *Heritage/Cultural Enthusiasts—*

This segment consists of individuals 35+ years of age, college educated, with a household annual income of \$60,000+ who enjoy learning more about western history and culture. They enjoy the experience of quaint communities and the opportunities within. They visit historic sites and landmarks and are interested in festivals and fairs about the West.

*Families/Boomers—* Married couples or singles 35-54 years of age, college educated, with children usually less than 18 years of age in the household and income of \$60,000+. (This may include grandparents with young grandchildren). Third quarter data from 2009 collected by the ITRR indicates that 47% of visitors to the region are between the ages of 35-54.

This segment seeks a memorable family experience that involves visiting state and national parks and historic sites; participating in festivals and fairs; learning about western history and Native American culture; and participating in a number of recreational opportunities such as hiking, backpacking, wildlife watching, rock hounding and usage of lakes and rivers. Third quarter 2009 data from the ITRR reveals that 25% of travelers to Gold West Country were traveling with “immediate family”.

*Geotourist —* Geotourists make up 55.1million American travelers. The Geotourism segment that appears to be most closely aligned with Montana’s tourism values is the “Geo-savvy” segment. This target demographic is usually more middle-income and outdoorsy in nature. More than ¼ reside in the nearby Pacific region, and 10% live in the Mountain region. Twenty eight percent are young adults under the age of 35. Sixty percent have a college degree while 33% have a graduate

degree. Thirty eight percent have annual incomes over \$75,000 and another 17% of households earn \$100,000+.

**Secondary—**

*Travel Writers—* Freelance or travel-publication specific writers with an assignment of preparing a vacation destination article for print, television or Internet distribution.

*Film Production/*

*Still Photography—* Production companies seeking unique locations for film, commercial or television production as well as still photography for print advertising or collateral.

**MARKETING STRATEGY:**

Through the following marketing strategy Gold West Country will strive to meet the goals defined earlier within this plan.

**Primary—**

- Continue advertising in quality national and regional publications (magazines) that reach Gold West Country's defined market segments as well as niche publications when appropriate (such as *Audubon*). Continue internet advertising on key travel planning websites.
- Continue to print and distribute the Gold West Country Guide. Distribution of this guide will be through inquiry fulfillment from advertising efforts; Visitor Information Centers, Chambers of Commerce, sites and attractions, and targeted rack placement both within the state of Montana and surrounding areas (i.e. Spokane and Salt Lake City); as well as through consumer travel shows.
- Continue to expand, update and make modifications to the current website to further enhance the image of Gold West Country created in the travel guide, the print advertising campaign and public relations.
- Continue development of our direct e-newsletter list and the distribution of monthly e-blasts to this audience.
- Continue to develop content for social media sites.
- Increase public relations efforts through actively pitching travel editors and writers different story ideas based on editorial calendars and blog content.



**Secondary—**

- Support and participate in FAM tours with MTOT and other regions.
- Supply Gold West Country members and other regions with guides for distribution at additional travel shows.
- Continue support of the Superhost program.
- Continue support of the visitor information centers in cooperation with other regions and local tourism providers.
- Continue support of local tourism providers through cooperative marketing dollars.
- Work with Montana Film Office to attract film and commercial production to Montana and specifically to Gold West Country.
- Contract with a reputable call center to answer all phone and e-mail inquiries received through the Gold West Country 800 number. By working with this company we are able to provide information to our potential visitors through customized software pertaining to our region.
- Continue to support our members through our quarterly e-newsletter along with the continued creation of programs that allow members to reach potential visitors.

**FY12 BUDGET:**

<b>Project Description</b>	<b>Project Budget</b>	<b>Total Budget</b>
<b>Marketing Support</b>		<b>\$77,710.00</b>
Administration (max 20%)	\$61,225.00	
Cooperative Marketing (max 20%)	\$5,000.00	
VIC's	\$5,200.00	
Opportunity Marketing (max 10%)	\$2,000.00	
TAC/Gov Conf/Partners Mktg	\$1,500.00	
Joint Ventures - RMI	\$1,785.00	
Joint Ventures - Superhost Program	\$1,000.00	
<b>Consumer Advertising</b>		<b>\$70,650.00</b>
Print & Internet	\$68,650.00	
Joint Ventures - w/ Montana Office of Tourism	\$2,000.00	
<b>Internet</b>		<b>\$38,000.00</b>
Website Maintenance/Upgrades	\$6,000.00	
Search Engine Optimization & Link Building	\$4,000.00	
Social Media Management	\$8,000.00	
Mobile Website Enhancements	\$5,000.00	
Video Enhancements to Site	\$4,000.00	
New Content Features & Enhancements	\$6,000.00	
Monthly Email Newsletter	\$4,000.00	
Administration & Project Management	\$1,000.00	
<b>Marketing Plan Development FY13</b>	<b>\$1,000.00</b>	<b>\$1,000.00</b>
<b>Publications - Travel Guide</b>	<b>\$59,493.00</b>	<b>\$59,493.00</b>
<b>Publicity</b>		<b>\$13,000.00</b>
Public Relations	\$10,000.00	
Fam Tours	\$3,000.00	
<b>Telemarketing/Fulfillment</b>		<b>\$46,250.00</b>
Postage/UPS	\$13,523.00	
Instate Delivery Service	\$6,966.00	
Out-of-State Delivery Service (Spokane, Salt Lake)	\$7,611.00	
Fulfillment/Call Center Contractors	\$17,850.00	
Miscellaneous (mailing supplies, etc....)	\$300.00	
<b>TOTAL BUDGET REQUESTED</b>		<b>\$306,103.00</b>
Projected Revenue	\$306,124.00	
Rollover Funds and Uncommitted Funds	\$0.00	

Projects that would be reduced if revenue decreased would be administration, website projects, opportunity marketing, advertising, and telemarketing.

**Application for projects over \$500**

**Organization Name** \_\_\_\_\_ Gold West Country \_\_\_\_\_

**Project Name** \_\_\_\_\_ Marketing Support – VICs \_\_\_\_\_

**Application Completed by** \_\_\_\_\_ Sarah Bannon \_\_\_\_\_

**Approval Requested**

\_\_\_\_\_ **X** \_\_\_\_\_ **Final**

\_\_\_\_\_ **Preliminary**

**Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.**

Visitor information centers, located throughout Montana, need additional funding to staff the facilities throughout the summer. Funding provided by Gold West Country allows the facilities to stay open longer hours during the peak tourism season. Gold West Country is requesting funding for three visitor centers.

Lost Trail Visitor Center:

Gold West Country shares the expenses of funding the Lost Trail Visitor Center through a joint cooperative effort with Glacier Country and Sandpoint, Idaho. The staff at this visitor center sends many visitors down to Dillon and over to the Wisdom area as well as directing traffic to Anaconda. This staff does a great job of giving out our information and educating travelers about Gold West Country.

Currently the information center tracks its visitors through a guestbook. The data gathered at the Lost Trail Visitor Center in 2010 revealed that visitors to the center came from Idaho, Montana, Washington, California, Utah, Canada, Texas, Minnesota, Wyoming and New Mexico. The visitor center increased visitation in 2010 by 12%. The center received 8,823 visitors in 2010 and 7,316 visitors in 2009. The staffing hours for 2010 were 900 hours and in 2008 were 950 hours.

The staff will work from Memorial Day to Labor Day, weather permitting. The hours will be from 8 a.m. to 5 p.m. Monday through Sunday, seven days a week.

Anaconda Visitor Center:

Gold West Country would also like to support the Anaconda Visitor Center by providing funds to extend the hours of operation. In 2010 the center was open 562 hours and hosted 3,985 visitors. This was a slight drop from 2009 when the facility was open 624 hours and saw 4,154 visitors.

The data gathered at the Anaconda Visitor Center revealed that visitors came from Florida, Utah, Washington, Idaho, California, Arizona, Wisconsin, Wyoming, Oregon, and Texas.

We anticipate seeing an increase in visitors to the Anaconda Visitor Center due to the recovery of the economy as well as the Chamber's participation through advertising in Gold West Country's consumer e-newsletter. The Chamber has signed up to advertise in this newsletter through August 2011.

#### Ennis Visitor Center:

Gold West Country would also like to support the Ennis Visitor Center by providing funds to extend the hours of operation. In 2010 the center was open 480 hours and hosted 2,025 visitors. This was a slight drop from 2009 when the facility was open 450 hours and saw 2,161 visitors.

The data gathered at the Ennis Visitor Center revealed that visitors came from Montana, Washington, California, Pennsylvania, Florida, Oregon, Texas, Idaho, Arizona and Georgia.

We anticipate seeing an increase in visitors to the Ennis Visitor Center due to the recovery of the economy as well as the Chamber's participation through advertising in MTOT's GetLostMT.com campaign that will begin in July 2011 and run through September 2011.

#### **Objectives**

Gold West Country will strive to achieve the objectives listed below within FY12.

1. Increase visitation at all visitor centers by 5%.
2. Continue to utilize the data gathered in the guestbooks at each center to review travel patterns over the years as to the geographic origination of Gold West Country visitors and what the visitors travel plans are in the state.

#### **Identify the portions of your marketing plan that support this project.**

The following Gold West Country goals from the marketing plan are met with this project.

1. Educate the traveler about the affordable historical, cultural and recreational opportunities within the region throughout the year.
2. Inform visitors traveling between Yellowstone and Glacier National Parks of the benefits of traveling through Gold West Country when they are between park destinations.
3. Build awareness and entice the geotourist to come and experience Gold West Country.
4. Encourage intrastate travel by informing residents of Montana about the abundance of cultural, recreational, and historic opportunities this region has to offer.
5. Create new content in our travel guide and on our website that will educate the traveler about Gold West Country's Native American culture. Make this content available to Gold West Country members, Visitor Centers and the Call Center.

#### **Does this project support the Strategic Plan? Yes**

Through this partnership, the information centers are better able to service Montana guests and Gold West Country is more affordably able to gather information about the region's visitors. The strategic plan specifically addresses tracking and VICs through the following:

- 1.1.a. Expand public-private marketing partnerships with tourism businesses and attractions...**  
"...Leverage public and private marketing investments to expand Montana's reach..." (Page 49)
- 1.4.e. Expand displays of Montana destinations and products....**  
"Develop system with MDT to enhance traveler information available at rest areas." (Page 55)

**2.1.a. Build awareness through statewide publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.**

“Distribute information monthly about tourism and recreation issues to industry stakeholders, policy makers, and media.” (Page 55)

**4.3.a Identify tribal fine arts, museums, events, and activities that emphasize nature, ethnobotany, and opportunities to observe and learn more about native culture. (Page 62)**

**9.3. Enhance funding for region and CVB marketing efforts.**

“Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation.” (Page 75)

**Detail pages attached** Yes

**Budget page must be attached for approval.**

**REGION/CVB PROJECT BUDGET**

**PROJECT NAME:** Marketing Support - VICs

	State Tourism Funds		Other Funds		Total
<b>Infrastructure:</b>					
Lost Trail Visitor Center	\$1,200	+	\$0	=	\$1,200
Anaconda	\$2,000	+	\$0	=	\$2,000
Ennis	\$2,000	+	\$0	=	\$2,000
<b>TOTAL</b>	<b>\$5,200</b>		<b>\$0</b>		<b>\$5,200</b>
<b>PROJECT TOTAL</b>	<b>\$5,200</b>	<b>+</b>	<b>\$0</b>		<b>\$5,200</b>

**Application for projects over \$500**

**Organization Name** Gold West Country

**Project Name** Marketing Support – RMI

**Application Completed by** Sarah Bannon

**Approval Requested**

X **Final**

         **Preliminary**

**Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.**

Gold West Country has been participating in RMI for five years and would like to continue to support this venture. RMI provides Gold West a unique, affordable opportunity to meet with tour operators interested in bringing international visitors to the region. In FY11 there were 35 operators at the Roundup. While it is difficult to track results for this program, we hear from members that international travel continues to be a key component regarding overall visitation and is very important to our guest/working ranch members.

**Objectives.**

Gold West Country will strive to achieve the objectives listed below within FY12.

1. Continue to meet with at least 35 tour operators at the Roundup and encourage these operators to create trips that will bring visitors to the region.

**Identify the portions of your marketing plan that support this project.**

The following Gold West Country goals from the marketing plan are met with this project.

1. Educate the traveler about the affordable historical, cultural and recreational opportunities within the region throughout the year.
2. Inform visitors traveling between Yellowstone and Glacier National Parks of the benefits of traveling through Gold West Country when they are between park destinations.
3. Build awareness and entice the geotourist to come and experience Gold West Country.
4. Work with the regions, CVBs and MTOT to utilize cooperative marketing programs as an option to offset the lack of marketing dollars.
5. Create new content in our travel guide and on our website that will educate the traveler about Gold West Country's Native American culture. Make this content available to Gold West Country members, Visitor Centers and the Call Center.

**Does this project support the Strategic Plan? Yes**

Through this partnership, the information centers are better able to service Montana guests and Gold West Country is more affordably able to gather information about the region's visitors. The strategic plan specifically addresses tracking and VICs through the following:

- 1.1.a. Expand public-private marketing partnerships with tourism businesses and attractions...**  
"...Leverage public and private marketing investments to expand Montana's reach..." (Page 49)

**1.4.e. Expand displays of Montana destinations and products....**

“Develop system with MDT to enhance traveler information available at rest areas.” (Page 55)

**2.1.a. Build awareness through statewide publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.**

“Distribute information monthly about tourism and recreation issues to industry stakeholders, policy makers, and media.” (Page 55)

**4.3.a Identify tribal fine arts, museums, events, and activities that emphasize nature, ethnobotany, and opportunities to observe and learn more about native culture.**

**9.2. Foster opportunities to pool public and private marketing dollars. (Page 75)**

**9.3. Enhance funding for region and CVB marketing efforts.**

“Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation.” (Page 75)

**Detail pages attached** Yes

**Budget page must be attached for approval.**

**REGION/CVB PROJECT BUDGET**

**PROJECT NAME:** RMI

	<b>State Tourism Funds</b>		<b>Other Funds</b>		<b>Total</b>
<b>MARKETING/ADVERTISING:</b>					
Logo Inclusion	\$35	+	\$0	=	\$35
Participation Cost	\$550	+	\$0	=	\$550
		+		=	\$0
<b>TOTAL</b>	<b>\$585</b>		<b>\$0</b>		<b>\$585</b>
<b>TRAVEL:</b>					
Personal Car	\$575	+	\$0	=	\$575
Commercial Transportation	\$0	+	\$0	=	\$0
Meals	\$100	+	\$0	=	\$100
Lodging	\$500	+	\$0	=	\$500
Vehicle Rental	\$0	+	\$0	=	\$0
<b>TOTAL</b>	<b>\$1,175</b>		<b>\$0</b>		<b>\$1,175</b>
<b>OTHER:</b>					
Misc. (Fliers, etc.)	\$25	+	\$0	=	\$25
		+		=	
<b>TOTAL</b>	<b>\$25</b>		<b>\$0</b>		<b>\$25</b>
<b>PROJECT TOTAL</b>	<b>\$1,785</b>	+	<b>\$0</b>		<b>\$1,785</b>

### Application for projects over \$500

**Organization Name** Gold West Country

**Project Name** Consumer Advertising

**Application Completed by** Sarah Bannon

#### Approval Requested

X Final

X Preliminary  
(media plan)

**Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.**

Gold West Country will continue advertising in key regional/national publications as well as explore niche publications that reach the region's target audience. These publications will be consumer travel-oriented publications with relevant editorial about traveling in the West. We will look for publications featuring historic travel, national park travel and birding as well as specific information on Montana and/or Gold West Country. Gold West Country will also continue an online banner advertising campaign on travel and lifestyle sites that reach the target geographic and demographic markets outlined in the narrative of the marketing plan.

When possible Gold West Country will partner with MTOT, other regions/CVBs and members to further stretch the region's marketing dollars. Publications and websites that Gold West Country would consider advertising with include (but are not limited to) the following:

- AAA Publications
- American Heritage
- Audubon
- Away Network
- Backpacker
- Budget Travel
- BudgetTravel.com
- Discovery Digital
- Delta Sky
- Flickr
- Good Housekeeping
- Google.com
- History
- Madden Pre-Print Newspaper Insert
- Matador
- National Geographic
- MSN.com
- NationalGeographic.com
- National Geographic Traveler
- New Yorker
- Northwest WorldTraveler
- Outside
- Outside: Go
- Outside.com
- Pandora
- Pandora.com
- Preservation
- Reader's Digest
- Salon.com
- Smithsonian
- Smithsonian.com
- Sunset
- Sunset: Northwest
- Sunset.com
- Travel and Leisure
- travelandleisure.com
- tripadvisor.com
- Yahoo.com
- Yahoo Network

A complete media plan will be submitted to the Tourism Advisory Council for final approval.



### **Objectives.**

Gold West Country's bed tax collections were up 5% in 2010. However, our advertising efforts in regard to inquiries in FY10 dropped significantly. We attribute this to the lack of media dollars. As we head into the FY11 advertising cycle, we hope to see an improvement in our overall inquiry numbers.

Therefore, Gold West Country will strive to achieve the objectives listed below within FY12.

1. Increase bed tax collections by 4%.
2. Increase call center requests (calls, emails, internet guide requests, reader service) by 3.5%.
3. Increase the number of user sessions on the website by 10%.
4. Increase first quarter bed tax collections and maintain fourth quarter collections (shoulder seasons).

### **Identify the portions of your marketing plan that support this project.**

The following Gold West Country goals from the marketing plan are met with this project.

1. Educate the traveler about the historical, cultural and recreational opportunities within the region.
2. Build awareness and entice the geotourist to come and experience Gold West Country.
3. Inform visitors traveling between Yellowstone and Glacier National Parks of the benefits of traveling through Gold West Country when they are between park destinations.
4. Create and maintain a consistent image of Gold West Country through all marketing efforts including advertising, publicity, collateral material, Internet development and cooperative marketing programs.
5. Work with the regions, CVBs and MTOT to utilize cooperative marketing programs as an option to offset the lack of marketing dollars.
6. Create and maintain a consistent brand image of Gold West Country through all marketing efforts including advertising, publicity, collateral material, Internet development and cooperative marketing programs.
7. Increase marketing efforts to regional and statewide areas during off-peak season.
8. Educate Gold West Country members about the benefits of membership and recruit new members. Create opportunities and partnerships with members to stretch the region's marketing budget.
9. Create new content in our travel guide and on our website that will educate the traveler about Gold West Country's Native American culture. Make this content available to Gold West Country members, Visitor Centers and the Call Center.

### **Does this project support the Strategic Plan? Yes**

The Strategic Plan stresses the need for cohesive advertising campaigns. Gold West Country advertising accomplishes this by targeting our creative message and media placement to reach the consumers outlined in the narrative portion of the marketing plan. Specifically the plan states:

**1.1.a. Expand public-private marketing partnerships with tourism businesses and attractions...**  
"...Leverage public and private marketing investments to expand Montana's reach..." (Page 49)

**1.1.b. Continue winter marketing, promoting Montana as a superb destination for skiing snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups**

simply seeking a “snow experience.”

“Identify new winter target markets with accompanying promotional efforts annually.” (Page 49)

**1.3.b. Implement the new Montana tourism brand to enhance the state’s image and message in priority markets.**

“Encourage tourism and recreation partners statewide to incorporate the Montana brand into marketing efforts.” (Page 53)

**4.3.a Identify tribal fine arts, museums, events, and activities that emphasize nature, ethno-botany, and opportunities to observe and learn more about native culture. (Page 62)**

**9.2. Foster opportunities to pool public and private marketing dollars. (Page 75)**

Detail pages attached Yes

**Budget page must be attached for approval.**

**REGION/CVB PROJECT BUDGET**

**PROJECT NAME:** Consumer Advertising

	State Tourism Funds		Other Funds		Total
<b>PROFESSIONALSERVICES:</b>					
Concept Development	\$2,000	+	\$0	=	\$2,000
Copywriting	\$500	+	\$0	=	\$500
Art Direction	\$1,000	+	\$0	=	\$1,000
Design/Layout/Prepress	\$3,900	+	\$0	=	\$3,900
Photography	\$1,000	+	\$0	=	\$1,000
Project Management	\$2,500	+	\$0	=	\$2,500
		+	\$0	=	
<b>TOTAL</b>	<b>\$10,900</b>		<b>\$0</b>		<b>\$10,900</b>
	\$57,750	+	\$0		\$57,750

**The actual media plan will be submitted to Audits & Apps for final approval.**

<b>TOTAL</b>	<b>\$57,750</b>		<b>\$0</b>		<b>\$57,750</b>
<b>PROJECT TOTAL</b>	<b>\$68,650</b>	<b>+</b>	<b>\$0</b>		<b>\$68,650</b>

**Application for projects over \$500**

**Organization Name** \_\_\_\_\_ Gold West Country \_\_\_\_\_

**Project Name** \_\_\_\_\_ Website \_\_\_\_\_

**Application Completed by** \_\_\_\_\_ Sarah Bannon \_\_\_\_\_

**Approval Requested**

\_\_\_\_\_ **X** \_\_\_\_\_ **Final**

\_\_\_\_\_ \_\_\_\_\_ **Preliminary**

**Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.**

Usage of the Internet for travel planning continues to increase. As a result, we are building our website to accommodate increased usage and advancements made in technology.

Website Maintenance & Development:

Keeping the Gold West website current and up-to-date is extremely important in order to encourage repeat visitation to the site and travel to the region. These updates include design enhancements, refreshing images on a seasonal basis, ongoing requests and updates, homepage enhancements, trip planner and campground finder updates, maintenance of web services & back-end components as well as quarterly reporting on the website and social media statistics.

Search Engine Optimization & Link Building:

To gauge the effectiveness of past SEO/SEM efforts we will complete a comprehensive keyword analysis at the beginning of the fiscal year. This report will include an analysis of target phrases, current top 20 placements in Google and a review of current page content from an SEO perspective. This initial review will provide the baseline analysis for our SEM campaign and will be updated on a quarterly basis. Monthly link building efforts and analysis will also be conducted.

Social Media Campaign Development & Management:

Now that we have established an initial presence for Gold West Country on Facebook and our website blog, we want to concentrate on expanding these online communities. Increasing the numbers of followers and “likes” is a key objective. Even more importantly however will be working to increase the participation on these pages with our fans. Features designed to engage our users will be created and we will work with the website committee to set goals and objectives for the year.

In order to understand the effectiveness of these social elements we will be monitoring usage stats on a monthly basis and creating quarterly reports to present to the board. This information will help us evaluate the social tools and make adjustments throughout the year to improve them.

Mobile Website Enhancements:

Our goal is to rollout an initial mobile version of the website by the beginning of the summer 2011. It is anticipated that this initial site will allow users to access the listings information provided by the Montana Office of Tourism.

During FY12 we plan to enhance the initial mobile website with additional features and expanded

content. These updates will include expanded content including city information, additional mapping capabilities and related interactive features. We will also include “mobile friendly” social elements linking/interacting with Gold West Country’s social communities.

#### Videos Enhancements to the Site:

Increasing the integration and placement of video content on the website is an important consideration as we move forward. We plan to use Gold West Country’s new YouTube Channel as the core repository of video content. Over the next year we encourage the creation of user-generated video content (both from Gold West members and communities as well as the end users of the website).

Content uploaded to the Gold West Country YouTube Channel will be keyword coded and integrated into various areas of the main website as well as the mobile site. Quarterly reports will be created and shared with the Gold West Country board.

#### New Content Features & Enhancements:

At the close of the current fiscal year we will meet with the website committee to review the content that has been created and added to the website in FY11.

At that time we will create a list of new content features and enhancements to make to the website during FY12. Based on current feedback to date, this list will most likely include the development of Native American content to add to the site. This list will be prioritized and a production schedule for new content development will be created.

#### Monthly E-mail Newsletter:

We will continue to design and distribute the Gold West Country e-newsletter to highlight attractions and activities through the region. This newsletter will be produced and disseminated on a monthly basis. Careful attention will be paid to ensure that all areas of Gold West Country are represented over the course of the year. Gold West communities will be encouraged to submit events and story ideas to be featured in the newsletter.

#### Administration & Project Management:

A small amount of money has been included in the budget to cover project management and administrative time as well as a portion of travel expenses.

#### **Objectives.**

Gold West Country will strive to achieve the objectives listed below within FY12.

1. Increase the number of user sessions on the website by 10%.
2. Increase the number of fans on Facebook by 5%.
3. Increase interaction on the Facebook page by 3%.
4. Increase interaction on the YouTube Channel by 3%.
5. Increase the number of direct e-mail newsletter participants by 5%.

**Identify the portions of your marketing plan that support this project.**

Ongoing maintenance and improvements to the website provides potential visitors relevant information for travel planning. This helps Gold West Country reach many of its goals within the marketing plan.

1. Educate the traveler about the historical, cultural and recreational opportunities within the region.
2. Build awareness and entice the geotourist to come and experience Gold West Country.
3. Inform visitors traveling between Yellowstone and Glacier National Parks of the benefits of traveling through Gold West Country when they are between park destinations.
4. Build and maintain a consistent image of Gold West Country through all marketing efforts including advertising, publicity, collateral material, Internet development and cooperative marketing programs.
5. Cooperate with Montana Office of Tourism, the other tourism regions and CVBs, Federal and State agencies and local tourism providers to enhance the entire "Montana Experience".
6. Encourage intrastate travel by informing residents of the historical significance this region has had on who Montanans are today.
7. Create new content in our travel guide and on our website that will educate the traveler about Gold West Country's Native American culture. Make this content available to Gold West Country members, Visitor Centers and the Call Center.

**Does this project support the Strategic Plan? Yes**

By continued maintenance and upgrades to Gold West Country's online presence, a number of elements from the Strategic Plan will be implemented including providing information to travelers (both resident and nonresident) about the numerous recreational opportunities and cultural events/attractions throughout the region.

- 1.1.a. Expand public-private marketing partnerships with tourism businesses and attractions...**  
"...Leverage public and private marketing investments to expand Montana's reach..." (Page 49)
- 1.1.b. Continue winter marketing, promoting Montana as a superb destination for skiing snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience."**  
"Identify new winter target markets with accompanying promotional efforts annually." (Page 49)
- 1.1.d. Continue marketing to international travelers.**  
"Increase product offers by international tour operators..." (Page 50)
- 1.2. Promote Montana to targeted groups and events, emphasizing off-peak season.**
- 1.3.b. Implement the new Montana tourism brand to enhance the state's image and message in priority markets.**  
"Encourage tourism and recreation partners statewide to incorporate the Montana brand into marketing efforts." (Page 53)
- 4.3.a Identify tribal fine arts, museums, events, and activities that emphasize nature, ethno-botany, and opportunities to observe and learn more about native culture.** (Page 62)

**9.2. Foster opportunities to pool public and private marketing dollars. (Page 75)**

**9.3. Enhance funding for region and CVB marketing efforts.**

“Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation.” (Page 75)

**Detail pages attached** Yes

**Budget page must be attached for approval.**

**REGION/CVB PROJECT BUDGET**

**PROJECT NAME:**

Website

**Website:**

	State Tourism Funds		Other Funds		Total
Website Maintenance/Upgrades	\$6,000	+	\$0	=	\$6,000
Search Engine Optimization & Link Building	\$4,000	+	\$0	=	\$4,000
Social Media Management	\$8,000	+	\$0	=	\$8,000
Mobile Website Enhancements	\$5,000	+	\$0	=	\$5,000
Video Enhancements to Site	\$4,000	+	\$0	=	\$4,000
New Content Features & Enhancements	\$6,000	+	\$0	=	\$6,000
Monthly Email Newsletter	\$4,000	+	\$0	=	\$4,000
Administration & Project Management	\$1,000	+	\$0	=	\$1,000

<b>PROJECT TOTAL</b>	<b>\$38,000</b>	<b>+</b>	<b>\$0</b>	<b>=</b>	<b>\$38,000</b>
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**Application for projects over \$500**

**Organization Name** Gold West Country

**Project Name** Marketing Plan Development

**Application Completed by** Sarah Bannon

**Approval Requested**

X **Final**

       **Preliminary**

**Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.**

The Marketing Plan defines the goals and objectives of Gold West Country in the next fiscal year.

1. Analyzing the previous year (overall plan review and project evaluation as well as a demographic and geographic analysis).
2. Set up board retreat if deemed necessary in addition to our annual meeting to help decide on goals.
3. Preparing the written plan, project proposals and the final budget for submission to the Tourism Advisory Council.

**Objectives.**

1. Build consistent, long-term marketing strategies and programs.
2. Complete all of the marketing projects in the marketing plan.
3. Increase visitation to Gold West Country.

**Identify the portions of your marketing plan that support this project.**

All areas of the marketing plan are supported by this project.

**Does this project support the Strategic Plan? Yes**

**1.1.a. Expand public-private marketing partnerships with tourism businesses and attractions...**

"...Leverage public and private marketing investments to expand Montana's reach..." (Page 49)

**1.1.c. Attend consumer travel shows targeting high value, low impact markets**

"Disseminate targeted packages for show attendees, and disseminate leads to tourism/recreation partners." (Page 50)

**1.1.d. Continue marketing to international travelers.**

"Increase product offers by international tour operators..." (Page 50)

**1.2.d. Target travel media to increase the visibility of Montana as a leisure travel destination.**

"Host at least one travel media group familiarization tour..." (Page 52)

**1.4.e. Expand displays of Montana destinations and products....**

"Develop system with MDT to enhance traveler information available at rest areas." (Page 55)

- 2.1.a. Build awareness through statewide publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.
- 4.3.a Identify tribal fine arts, museums, events, and activities that emphasize nature, ethno-botany, and opportunities to observe and learn more about native culture. (Page 62)
- 9.2. Foster opportunities to pool public and private marketing dollars. (Page 75)
- 9.3. Enhance funding for region and CVB marketing efforts.  
"Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation." (Page 75)

Detail pages attached Yes

Budget page must be attached for approval.

REGION/CVB PROJECT BUDGET

PROJECT NAME: Marketing Plan

	State Tourism Funds		Other Funds		Total
<b>Marketing Plan:</b>					
Marketing Plan Development	\$1,000	+	\$0	=	\$1,000
<b>TOTAL</b>	<b>\$1,000</b>		<b>\$0</b>		<b>\$1,000</b>
<b>PROJECT TOTAL</b>	<b>\$1,000</b>	<b>+</b>	<b>\$0</b>		<b>\$1,000</b>



**Application for projects over \$500**

**Organization Name** \_\_\_\_\_ Gold West Country \_\_\_\_\_

**Project Name** \_\_\_\_\_ Travel Guide \_\_\_\_\_

**Application Completed by** \_\_\_\_\_ Sarah Bannon \_\_\_\_\_

**Approval Requested**

\_\_\_\_\_ **X** \_\_\_\_\_ **Final**

\_\_\_\_\_ **Preliminary**

**Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.**

The travel guide is distributed to individuals interested in traveling within Gold West Country. It contains information about area attractions, loop tours, maps, pictures, schedule of events, recreational opportunities, cultural attractions and lodging. This year the guide will include a new section featuring Native American content.

The travel guide is the primary response piece for inquiries made as a result of ads placed or publicity generated. It is also used as a fulfillment piece for our website and at consumer travel shows. We currently have Certified Folder Display distribute the Travel Guide in racks throughout the state year-round, and have also added distribution outside of the state in two markets: Spokane, WA and Salt Lake City, UT. Certified Folder delivers our guides in-state on the Glacier route, Missoula/5 Valleys route and the Yellowstone route.

**Objectives.**

1. Through guide distribution, encourage visitation to and within Gold West Country as measured by increasing the current level of bed tax collections by 4%.
2. Continue distribution of the guides in the regional markets Spokane, WA and Salt Lake City, UT.

**Identify the portions of your marketing plan that support this project.**

The production of the travel planner helps reach a number of our goals.

1. Educate the traveler about the affordable historical, cultural and recreational opportunities within the region throughout the year.
2. Build awareness and entice the geotourist to come and experience Gold West Country
3. Inform visitors traveling between Yellowstone and Glacier National Parks of the benefits of traveling through Gold West Country when they are between park destinations.
4. Create and maintain a consistent brand image of Gold West Country through all marketing efforts including advertising, publicity, collateral material, Internet development and cooperative marketing programs.
5. Encourage intrastate travel by informing residents of Montana about the abundance of cultural, recreational, and historical opportunities this region has to offer.
6. Increase marketing efforts to regional and statewide areas during off-peak season.

7. Educate Gold West Country members about the benefits of membership and recruit new members. Create opportunities and partnerships with members to stretch the region's marketing budget.
8. Create new content in our travel guide and on our website that will educate the traveler about Gold West Country's Native American culture. Make this content available to Gold West Country members, Visitor Centers and the Call Center.

**Does this project support the Strategic Plan? Yes**

The Gold West Country Travel Planner serves as an informational piece that assists potential visitors in the planning stages of determining a vacation destination as well as assisting visitors (both residents and nonresidents) how to navigate through the region and what attractions/events are available throughout the region. The strategic plan addresses the need for collateral materials as follows:

- 1.1.a. Expand public-private marketing partnerships with tourism businesses and attractions...**  
"...Leverage public and private marketing investments to expand Montana's reach..." (Page 49)
- 1.1.b. Continue winter marketing, promoting Montana as a superb destination for skiing snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience."**  
"Identify new winter target markets with accompanying promotion efforts annually." (Page 49)
- 1.1.c. Attend consumer travel shows targeting high value, low impact markets**  
"Disseminate targeted packages for show attendees, and disseminate leads to tourism/recreation partners." (Page 50)
- 1.1.d. Continue marketing to international travelers.**  
"Increase product offers by international tour operators..." (Page 50)
- 1.2. Promote Montana to targeted groups and events, emphasizing off-peak season.**
- 1.2.d. Target travel media to increase the visibility of Montana as a leisure travel destination.**  
"Host at least one travel media group familiarization tour..." (Page 52)
- 1.3.b. Implement the new Montana tourism brand to enhance the state's image and message in priority markets.**  
"Encourage tourism and recreation partners statewide to incorporate the Montana brand into marketing efforts." (Page 53)
- 2.1.a. Build awareness through statewide publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.**  
"Distribute information monthly about tourism and recreation issues to industry stakeholders, policy makers, and media." (Page 55)
- 4.3.a Identify tribal fine arts, museums, events, and activities that emphasize nature, ethno-botany, and opportunities to observe and learn more about native culture.** (Page 62)
- 9.2. Foster opportunities to pool public and private marketing dollars.** (Page 75)

**9.3. Enhance funding for region and CVB marketing efforts.**

“Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation.” (Page 75)

**Detail pages attached** Yes

**Budget page must be attached for approval.**

**PRINTED MATERIALS**

Publication: Travel Guide Quantity: 150,000  
 Color: 4-Color Paper Stock: Recycled 60# text  
 # Of Pages or Folds: 64 page self cover Size: 8 1/4 " x 10 3/4 "  
 Ad Sales (Yes or No): Yes Percentage: 29%  
 Distribution Plan (areas & method): Shipping to Missoula: Bulk cartons on skids. We will use the travel guides as fulfillment for all of our inquiries. The call center and the business office in Deer Lodge will mail the guides. Certified Folder Display and Gold West Country members will also distribute them throughout the state and Canada. We will distribute travel guides at travel shows if applicable. Guides will be distributed in Spokane, WA and Salt Lake City, UT through Certified Folder Display.

**Budget page must be attached for approval.**

**REGION/CVB PROJECT BUDGET**

**PROJECT NAME:** Travel Guide

	State Tourism Funds		Other Funds		Total
<b>PROFESSIONALSERVICES:</b>					
Copywriting	\$1,000	+	\$0	=	\$1,000
Art Direction	\$1,000	+	\$0	=	\$1,000
Photography	\$4,000	+	\$0	=	\$4,000
Proofing	\$400	+	\$0	=	\$400
Design/Layout/Prepress	\$8,119	+	\$0	=	\$8,119
Proofs/shipping	\$800	+	\$0	=	\$800
Project Management	\$4,006	+	\$0	=	\$4,006
<b>TOTAL</b>	<b>\$19,325</b>		<b>\$0</b>		<b>\$19,325</b>
<b>Printing:</b>	<b>\$40,168</b>	<b>+</b>	<b>\$15,000</b>	<b>=</b>	<b>\$55,168</b>
<b>PROJECT TOTAL</b>	<b>\$59,493</b>	<b>+</b>	<b>\$15,000</b>		<b>\$74,493</b>

### Application for projects over \$500

Organization Name Gold West Country

Project Name Public Relations

Application Completed by Sarah Bannon

#### Approval Requested

X Final

       Preliminary

**Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.**

In FY11 Gold West Country launched a larger PR effort than the region had previously undertaken. An editorial calendar was created listing publications/blogs that had the best potential to publish content on Gold West Country and meet the region's target audience.

The program is still in its infancy but thus far pitches have been written and submitted to the following publications for inclusion in 2011.

- *Alaska Air In Flight* magazine
- *American Cowboy*
- *Backpacker*
- *Camping Life*
- *Horizon In Flight* magazine
- *Montana Magazine*
- *Parenting*
- *Seattle Magazine*
- *Spokesman Review*
- *Sunset*
- *Travel 50 & Beyond*

Additional pitches have been submitted to the following blogs for inclusion in 2011.

- The Outdoor News Hound
- Daily Dirt (on Backpacker.com)
- The Pulse (on Backpacker.com)
- Backpacker.com
- Outdoor Life
- Expedition News
- GORP.com
- About.com (Fishing expert)
- *Cowboys & Indians* website
- *Outside* (Outside Magazine blog)
- *VIA* website
- *Gone Fishin'*
- Expedition News
- Sport Fishing
- The Sportman's Guide
- *Field & Stream* website
- *National Geographic Adventure* website
- *Fly Fisherman* website
- *Outdoor Canada* website
- In-Fisherman.com
- Crappie World (devoted to crappie fisherman)
- *Sports Guide* website

We've already received confirmation from *Montana Magazine* and the *Spokesman Review* that information they've received on Gold West Country will be published in 2011.

We'd like to continue this project in FY12 and build momentum on the effort already put forth. We will continue to:

1. Send out news releases/pitches with opportunities that would interest travelers to qualified publications/blogs.

2. Generate an earned media report to present to Gold West Country board members regarding the dollar value associated with each related piece written about Gold West Country.

### **Objectives.**

In 2009, public relations efforts by MTOT helped generate over \$3.2 million and reached over 27 million readers. Gold West Country will strive to achieve the objectives listed below in FY12.

1. Increase our PR earned media value by 2%.
2. Increase the audience reached by 2%.
3. Have at least four stories pitched by Gold West Country efforts (outside of MTOT) be included in publications or online.
4. A progress and publicity value report presented to the Gold West Country Board.

### **Identify the portions of your marketing plan that support this project.**

Many of Gold West Country's goals in the marketing plan are met with this project.

1. Educate the traveler about the historical, cultural and recreational opportunities within the region.
2. Build awareness and entice the geotourist to come and experience Gold West Country.
3. Inform visitors traveling between Yellowstone and Glacier National Parks of the benefits of traveling through Gold West Country when they are between park destinations.
4. Create and maintain a consistent image of Gold West Country through all marketing efforts including advertising, publicity, collateral material, Internet development and cooperative marketing programs.
5. Work with the regions, CVBs and Montana Office of Tourism to utilize cooperative marketing programs as an option to offset the lack of marketing dollars.
6. Encourage intrastate travel by informing residents of the historical significance this region has had on who Montanans are today.
7. Create new content in our travel guide and on our website that will educate the traveler about Gold West Country's Native American culture. Make this content available to Gold West Country members, Visitor Centers and the Call Center.

### **Does this project support the Strategic Plan? Yes**

FAM trips and publicity enhance Gold West Country's ability to promote a variety of attractions and events as well as provide the opportunity to increase year-round visitation. The strategic plan encourages FAM trips and continued public relations efforts as mentioned below.

#### **1.1.a. Expand public-private marketing partnerships with tourism businesses and attractions...**

"...Leverage public and private marketing investments to expand Montana's reach..." (Page 49)

#### **1.1.c. Attend consumer travel shows targeting high value, low impact markets**

"Disseminate targeted packages for show attendees, and disseminate leads to tourism/recreation partners." (Page 50)

#### **1.1.d. Continue marketing to international travelers.**

"Increase product offers by international tour operators..." (Page 50)

- 1.2. Promote Montana to targeted groups and events, emphasizing off-peak season.**
- 1.2.d. Target travel media to increase the visibility of Montana as a leisure travel destination.**  
“Host at least one travel media group familiarization tour...” (Page 52)
- 2.1.a. Build awareness through statewide publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.**  
“Distribute information monthly about tourism and recreation issues to industry stakeholders, policy makers, and media.” (Page 55)
- 4.3.a Identify tribal fine arts, museums, events, and activities that emphasize nature, ethno-botany, and opportunities to observe and learn more about native culture.** (Page 62)
- 9.3. Enhance funding for region and CVB marketing efforts.**  
“Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation.” (Page 75)

**Detail pages attached** Yes

**Budget page must be attached for approval.**

**REGION/CVB PROJECT BUDGET**

**PROJECT NAME:** Public Relations

	State Tourism Funds		Other Funds		Total
<b>PROFESSIONAL SERVICES:</b>					
Public Relations	\$10,000	+	\$0	=	\$10,000
<b>PROJECT TOTAL</b>	<b>\$10,000</b>	<b>+</b>	<b>\$0</b>		<b>\$10,000</b>

**Application for projects over \$500**

**Organization Name** Gold West Country

**Project Name** FAM Tours

**Application Completed by** Sarah Bannon

**Approval Requested**

Final

X **Preliminary**

**Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.**

Each year Gold West Country assists with familiarization tours. This includes providing funding to help with transportation, lodging, meals or area attraction entry fees. The region also assists by acting as a liaison between the tours and the area businesses.

We plan to do these tours in conjunction with Montana Office of Tourism. We will submit additional details once these FAM trips have been determined with the assistance of MTOT.

Below is a list of travel writers from 2004-2010 that have produced articles about Gold West Country. The date the articles appeared in print (if available) are noted.

**2010**

- *TravelAge West* – “Heavenly Helena” by Dawna Robertson (August 9)
- *Watchboom.com* – “Heavenly Helena” by Dawna Robertson (July)
- *Travellingadventurer.com* – “Heavenly Helena” by Paul Mink (June 26).
- *Travellingadventurer.com* – “Tons of Fish and Fun Await in Helena” by Emilia Beth Mink (June 26).

**2009**

- *Horizon Air* – “Experience the Past: Nevada City” (July)
- *Northwest World Traveler* – “National Folk Festival Comes to West” (April 2) and “Soaking Up Serenity: Jackson Hot Springs” (April 1)
- *Sunset* – “Capital of Creativity: Helena – 48 Hours in Helena” (March)
- *Men’s World (Miesten)* – “Bannack State Park” (February)

**2008**

- *Apple Daily News* and *1-apple.com.tv* – “Virginia City/Nevada City, Deer Lodge” (July 23)
- Michelle Newman Travel Blog – “Meet Me in Montana” (July 16), “Hello, Helena!” (July 21), “A Pretty Painted Place” (July 31)

- *Lively Times* and *LivelyTimes.com* – “Butte, Montana” (July 14)
- *Golf & Tourism* magazine – “Wild in Style...Montana” (June)

## **2007**

- *Stratos* – “In Pursuit of the Outdoors: Cameron’s Sun West Ranch” (October 1)
- *Mason-Bethel Oxford County Citizen* – Whitehall included in road trip article (October 4)
- *Golf* magazine – “How to Save Strokes: Old Works Golf Course” (July 1)
- *O (Oprah magazine)* – “Breathing Space: Dillon Hillsides” (July 1)
- *True West* – “Mining vs. Ranching: Includes stories on Deer Lodge, Butte” (July 1)
- *Northwest World Traveler* – “The Allure of the West: North American Indian Alliane Pow-Wow in Butte” (June)

## **2006**

- Ken Rohn Articles – wrote a four part series called “Treasure State Adventures (May)

## **2005**

- *Gonomad.com* – article from Kent St. John, Senior Travel Editor
- *Bonner County Daily Bee* – “Montana Can Be Ghostly at Times” and “Travel to Montana’s Second Oldest Town” by Jack McNeel (November 13 / December 11)
- *The Entertainer* – “Lewis & Clark Expedition” by Paul Franzmann (September)
- *American Cowboy* – “Lewis & Clark in Montana” by Alan Wilkinson (July)

## **2004**

- *Spokesman Review* – “Snowkiting Takes Advantage of Winter Winds” and “Rodeo Gives Professionals Chance to Compete and Beginners an Opportunity to Learn a New Sport” by Brian Schott (Winter 2004)
- *Santa Barbara Independent* – “Fresh Tracks, Furry Fun and Frozen Lakes: Wild Winter Sports of Central Montana” by Mat Kettermann (Winter 2004)

## **Objectives.**

Gold West Country will strive to achieve the objectives listed below within FY12.

1. To have each FAM trip generate at least one story about Gold West Country within a year of the trip.



2. Increase visitation within Gold West Country as measured bed tax collections.

**Identify the portions of your marketing plan that support this project.**

Many of Gold West Country's goals in the marketing plan are met with this project.

1. Educate the traveler about the historical, cultural and recreational opportunities within the region.
2. Build awareness and entice the geotourist to come and experience Gold West Country.
3. Inform visitors traveling between Yellowstone and Glacier National Parks of the benefits of traveling through Gold West Country when they are between park destinations.
4. Build and maintain a consistent image of Gold West Country through all marketing efforts including advertising, publicity, collateral material, Internet development and cooperative marketing programs.
5. Cooperate with Montana Office of Tourism, the other tourism regions and CVBs, Federal and State agencies and local tourism providers to enhance the entire "Montana Experience".
6. Encourage intrastate travel by informing residents of the historical significance this region has had on who Montanans are today.
7. Create new content in our travel guide and on our website that will educate the traveler about Gold West Country's Native American culture. Make this content available to Gold West Country members, Visitor Centers and the Call Center.

**Does this project support the Strategic Plan? Yes**

FAM trips enhance Gold West Country's ability to promote a variety of attractions and events as well as provide the opportunity to increase year-round visitation. The strategic plan encourages FAM trips as mentioned below.

**2.1.a. Build awareness through statewide publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.**

"Distribute information monthly about tourism and recreation issues to industry stakeholders, policy makers, and media." (Page 55)

**4.3.a Identify tribal fine arts, museums, events, and activities that emphasize nature, ethno-botany, and opportunities to observe and learn more about native culture. (Page 62)**

**9.2. Foster opportunities to pool public and private marketing dollars. (Page 75)**

**9.3. Enhance funding for region and CVB marketing efforts.**

"Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation." (Page 75)

**Detail pages attached Yes**

**Budget page must be attached for approval.**

**REGION/CVB PROJECT BUDGET**

**PROJECT NAME:** FAM Tours

<b>State Tourism Funds</b>	<b>Other Funds</b>	<b>Total</b>
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**PUBLIC RELATIONS:**

FAM Tours	\$3,000	+	\$0	=	\$3,000
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<b>PROJECT TOTAL</b>	<b>\$3,000</b>	<b>+</b>	<b>\$0</b>	<b>=</b>	<b>\$3,000</b>
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**Application for projects over \$500**

**Organization Name** Gold West Country

**Project Name** Telemarketing/Fulfillment

**Application Completed by** Sarah Bannon

**Approval Requested**

X **Final**

       **Preliminary**

**Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.**

- Postage/UPS: Cost to respond to consumer inquiries and other travel/tourism related requests. This includes UPS shipping required for sending materials to/from consumer travel shows.
- Instate Delivery Service: This expense is for contracted services with Certified Folder Display. They will distribute our travel guide year-round through the Glacier route, Missoula/5 Valleys route, Billings Route and the Yellowstone route.
- Out-of-State Delivery Service: This expense is for contracted services with Certified Folder Display. They will distribute our travel guide year-round in the areas of Spokane, WA and Salt Lake City, UT.
- Fulfillment/Call Center Contractor: This expense is for the services of a call center to facilitate the handling of our incoming calls, reader service and e-mail as well as to fulfill our leads by sending out our travel guide. Specific duties include:
  1. Customized travel counseling through the Gold West Country 800 number.
  2. Design and maintenance of customized software that captures and reports essential data including name, address, e-mail address, phone, interests, and travel dates.
  3. Monthly written reports of travel guide distribution, inquiry by geographic region and inquiry by preference. These reports also include call pattern activity.
  4. Data entry of all telephone, mail, e-mail and faxed inquiries.
  5. Inquiry management and servicing of Internet inquiries and information.
  6. Extended hours of operation from 7 a.m. to 6 p.m. Mountain Standard Time, Monday through Friday.
- Mailing Supplies: This cost is to supply the call center with the necessary materials to distribute the Gold West Country Travel Planner. These supplies include envelopes, labels and other miscellaneous items.

**Objectives.**

Gold West Country will strive to achieve the objectives listed below within FY12.

1. Identify the top five demographic target markets each month.
2. Identify the top five "interest" markets each month (skiing, hiking snowmobiling etc.).
3. Have all calls answered between the hours of 7 a.m. and 6 p.m. Monday through Friday.

4. Analyze the data gathered to determine target markets for the FY13 Marketing Plan.
5. Utilize the data gathered to better reach our target markets by supplying the consumer with the necessary (i.e. requested) information in order to plan a trip to the region.

**Identify the portions of your marketing plan that support this project.**

This project addresses the following goals.

1. Educate the traveler about the historical, cultural and recreational opportunities within the region.
2. Build awareness and entice the geotourist to come and experience Gold West Country.
3. Inform visitors traveling between Yellowstone and Glacier National Parks of the benefits of traveling through Gold West Country when they are between park destinations.
4. Create and maintain a consistent image of Gold West Country through all marketing efforts including advertising, publicity, collateral material, Internet development and cooperative marketing programs.
5. Encourage intrastate travel by informing residents of the historical significance this region has had on who Montanans are today.

**Does this project support the Strategic Plan?** No

The Call Center alone does not support the strategic plan, however the information gathered by the call center (demographics, interests, etc.) will help support the plan.

**Detail pages attached** Yes

**Budget page must be attached for approval.**

**REGION/CVB PROJECT BUDGET**

**PROJECT NAME:** Telemarketing/Fulfillment

**TELEMARKETING/FULFILLMENT:**

	State Tourism Funds		Other Funds		Total
Postage/UPs	\$13,523	+	\$0	=	\$13,523
Instate Delivery	\$6,966	+	\$0	=	\$6,966
Out-of-State Delivery	\$7,611	+	\$0	=	\$7,611
Fulfillment/Call Center					
Contractors	\$17,850	+	\$0	=	\$17,850
Misc. (mailing supplies, etc.)	\$300	+	\$0	=	\$300
<b>PROJECT TOTAL</b>	<b>\$46,250</b>	<b>+</b>	<b>\$0</b>	<b>=</b>	<b>\$46,250</b>